



CASW Strategic Plan 2016-2020

Pillar 1: Promote the Profession	Direction 1: There is a clear and positive image of the social work profession	Goal: Encourage social workers to take pride in being a member of the profession
		Goal: CASW is recognized as a national voice for the profession
		Goal: Social work students are invited and encouraged to participate in a range of activities and are engaged with the profession.
	Direction 2: CASW helps to meet challenges related to the status, morale and influence of social workers	Goal: Highlight the work of front line practitioners, not only policy interests.
		Goal: Positive impact campaign that highlight the positive influence of social workers on clients/communities/society
	Direction 3: The public is educated on the scope of professional Social Work practice and social work is recognized as a profession of choice	Goal: 'Own' our story and our legitimate authority: use national position statements and work with coalitions to enhance other's knowledge of social work
Goal: Reframe and reclaim the profession – educate the public on the full scope of social work practice and competencies		
Pillar 2: Pursuit of Social Justice	Direction 1: Social service development is responsive to the social needs of Canadians	Goal: Collaborate with diverse and vulnerable groups to join our 'voices' for change
		Goal: Develop stronger connections with Indigenous social workers and communities to better support their issues and pursue shared advocacy goals
	Direction 2: Policy makers will understand the impact of policy decisions on social justice	Goal: Policy makers recognize the connection between social policy and the social determinants of health
		Goal: Propose solutions in addition to the critical analysis of social policy
	Direction 3: CASW resources are used strategically for their greatest impact	Goal: CASW interest groups focus work on the priority issues for social justice
		Goal: Partnerships built and resources leveraged to promote the profession and advance policy positions
Pillar 3: Strengthen the Profession	Direction 1: All social workers have access to a broad base of information they need to enhance their practice	Goal: CASW creates/becomes a clearinghouse for knowledge exchange for and between social workers
	Direction 2: All provincial and territorial social work associations that share CASW's vision belong to the Federation	Goal: CASW services and national representation provides measurable value to the CASW federation
	Direction 3: The three pillars of social work (education, regulation and association) support each other	Goal: The three pillars engage in dialogue and work collaboratively on issues/projects of mutual interest
Pillar 4: Strengthen the Association	Direction 1: CASW is a vibrant organization with the resources to fulfill its mandate	Goal: Current resources are used strategically to meet priorities and demonstrate the capacity of the organization.
		Goal: Partner organizations continue to feel valued and heard within the federation.
		Goal: All provincial/territorial social work associations see the value of Partnership in the CASW federation and choose to become Partners.